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dahlias

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Delight-U Garden

See
Pages
12-13

Index

A	Page	Elizabeth	Page
Amelia Earhart	18	Entrup's Monarch	18
American Legion	18	Entrup's Sultan	16
America's Sweetheart	14		
Andrea Erierson	17		
Angela Rossi	5		
Arcturus	17		
Azura	5		
B			
Baby Royal	20		
Bar. Sixma von Haemstra	18		
Belladonna	5		
Berger's Jewel	5		
Bette Davis	5		
Betty Colter	8		
Bishop of Landaff	20		
Black Knight	14		
Blue Bird	20		
Bobby	21		
Bride's Bouquet	20		
Buckeye Baby	20		
Buckeye Bride	16		
C			
California Idol	14		
California Peach	5		
Carl Owen	21		
Cassandra	9		
Cavalcade	14		
Century of Progress	14		
Chemar's Eureka	8		
Charlotte Caldwell	21		
Clara Clemens	21		
Corallina	5		
D			
Daddy Kemp	14		
Daughter of Venus	5		
Dean Anderson	5		
Dee Dee	21		
Dokoupil's Giant	18		
E			
Eagle Rock Fantasy	17		
Edw. Th. Bedford	9		
Edith Mueller	21		
Elinor M. Raddell	9		
F			
Fairy	20		
Forest Fire	14		
Fort Monmouth	16		
Frau O. Bracht	18		
Fritz Leddy	20		
G			
Gaillard	20		
Glorious	20		
Golden Standard	18		
Golden Sweepstakes	14		
Goldina	20		
Goodnight	6		
Grace Curling	9		
Gretel	14		
H			
H. R. S.	9		
Happiness	15		
Harry Mayer	8		
Hi-Lite	15		
Honor Bright	17		
Hunt's Velvet Wonder	15		
I			
Irene	20		
Ivory	8		
J			
Jane Cowl	8		
Jane Ross	18		
Janet Southwick	9		
Jean Kerr	21		
Jean Trimbee	19		
Jerome Kern	17		
Jersey's Beacon	8		
Jersey's Beacon Ball	21		
Jersey's Beauty	8		
Jersey's Dainty	6		
Johnny	21		
Josephine G.	16		



ORIENTAL GLORY—In the Show Room
See Page 19



We are members of the National Association of Commercial Dahlia Growers, Inc., which is composed of reputable and financially responsible dahlia growers and dealers. This emblem in the advertisement of a dahlia grower signifies his membership in the Association. It stands for Integrity, Reliability and a Square Deal in every particular. You need have no hesitancy in dealing with any member of this Association.

Address all orders and correspondence to

DELIGHT-U GARDEN

Mr. and Mrs. Ralph C. Swartz

Box 5633

INDIANAPOLIS

INDIANA

Ball,
Pompons
Miniatures
Page 21

Index

K	Page	O	Page
Kathleen Norris	16	Olympic Sunset	15
Kay Francis	15	Oriental Glory	19
Kemp's Orange Brilliant	15		
Kemp's Violet Wonder	16		
Kemp's White Wonder	9		
Kentucky	8		
Kentucky Babe	20		
Kentucky Sun	6		
Kitty Mac	6		
L			
Lady Moyra Ponsonby	17		
Leiden's Elegance	6		
Little Beeswing	21		
Little Belle	21		
Little David	21		
Little Edith	21		
Little Jewel	20		
Little Nemo	20		
Little Sagamore	21		
Lord of Autumn	6		
M			
Man O' War	19		
Margrace	6		
Mary Eliz. Redfern	19		
Mary Ellen	9		
Mary Helen	21		
Mary Munns	21		
Mary Ritzer	6		
Milton J. Cross	6		
Miriam Hopkins	6		
Miss Belgium	6		
Miss Elsie Jane	19		
Miss Glory	6		
Miss Indiana	11		
Miss Indianapolis	12		
Monmouth Champion	8		
Monmouth Radiance	17		
Monmouth Sunburst	16		
Morning Splendor	12		
Mrs. Geo. le Boutillier	15		
Mrs. I. de ver Warner	8		
Mrs. Perry O'Neil	20		
Murphy's Masterpiece	15		
Myra Howard	9		
N			
Nocturno	6		
P			
Paddy	20		
Paul Pfitzer	19		
Phantom	6		
Pink Pearl	20		
Pres. F. D. Roosevelt	9		
Pride of America	7		
Q			
Queen City	7		
R			
Red Head	20		
Red Jug	7		
Regulus	21		
Renate Mueller	7		
Robert Emmett	17		
Rockley Moon	19		
Rose Fallon	8		
Rosea Gigantea	15		
Rudy Vallee	16		
Royal Purchase	7		
S			
Saarlands Heimkehr	7		
Sandra	13		
Satan	16		
Shahrazad	9		
Shalimar	15		
Shekinah	7		
Snowbird	21		
Snow Queen	21		
Sonny Boy	19		
Son of Commodore	19		
Sou de Mamam Leger	9		
Supt. Amerthyn	21		
T			
Tannenberg	19		
The Commodore	8		
The Flapper	21		
Thomas A. Edison	9		
Tom Thumb	21		
V W Y			
Virgo	13		
Wenoka	15		
Whisper	11		
Yellow Gem	21		

Delight-U Garden

RALPH C. SWARTZ

WHOLESALE AND RETAIL



dahlias

ROOTS — PLANTS — ROOTED CUTTINGS

P. O. BOX 5633

Indianapolis

January, 1937.

To Our Friends, Old and New:

Here is your copy of our 1937 catalog, radically different from previous issues, but we believe better adapted to the easy selection of varieties in which you may be interested.

We wish to take this opportunity of thanking our old customers for the business extended us last season, helping to swell our sales far beyond previous years.

The season of 1936 was more like pre-drouth years in its length, and our stock this winter is in excellent condition. We have always grown dahlias primarily with the thought of shipping good healthy roots and plants, rather than for phenomenal show records. The numerous complimentary letters received are our greatest joy, because they tell us our efforts have not been in vain.

We commend to your attention special collections scattered throughout these pages, and particularly to pages 12 and 13, where you will find four dahlias which, after thorough tests, we believe will find a place in dahlia gardens everywhere.

We wish also at this time to extend a cordial invitation to you and your friends to visit our garden during your attendance at the Mid West Show here in Indianapolis, this fall.

May your garden be a source of unending delight during 1937.

Sincerely yours,

DELIGHT-U GARDEN

OUR COLOR AND TYPE GUIDE FOR GARDEN AND EXHIBITION TABLE

Cactus	Semi-Cactus	Informal Decorative	Color Class	Formal Decorative	Ball	Miniatures	Pompons
Jersey's Dainty White Triumph		Andrea Ericson Kemp's White Wonder	White or Cream	Chemar's Eureka Ivory	Jean Kerr Snow Queen	Bride's Bouquet	Snowbird
	Paul Pfitzer Josephine G. Altmark Miss Elsie Jane Mary Ritzer California Peach Shekinah	Kathleen Norris Elinor M. Radell	Pink to Rose	Dokoupil's Giant Jersey's Beauty Buckeye Bride Cavalcade Queen City Miss Indiana	Pink Ball Supt. Amerthyn	Fairy Little Jewel Kentucky Babe Goldina Paddy Pink Pearl	Nerissa Little Belle
Leiden's Elegance Nocturno Red Jug	Satan Baron S. von Haemstra	Black Knight Corallina Robert Emmett Murphy's Masterpiece Man O' War Mrs. Geo. Le Boutillier Goodnight Fort Monmouth	Red, Crimson, Maroon	Shalimar Monmouth Champion Entrup's Monarch Entrup's Sultan Jersey's Beacon Pres. F. D. Roosevelt	Carl Owen Jersey's Beacon Ball	Fritz Leddy Gaillard Glorious Red Head Bishop of Landaff	Tom Thumb Johnny Little Sagamore
Royal Purchase	Frau O. Bracht American Legion Kay Francis Pride of America Virgo	Miss Indianapolis Lady Moyra Ponsonby America's Sweetheart California Idol Lord of Autumn Son of Commodore The Commodore	Yellow	Rockley Moon Kentucky Sun	Mary Helen	Sandra Whisper	Yellow Gem
Golden Standard Miss Belgium Gretel	Olympic Sunset Rudy Vallee	Angela Rossi Oriental Glory Myra Howard Golden Sweepstakes Milton J. Cross	Orange, Buff, Gold	Kemp's Orange Brilliant Monmouth Sunburst Rose Fallon	Charlotte Caldwell	Mrs. Perry O'Neil Irene Buckeye Baby	Edith Mueller Little David
Renate Mueller Saarland Heimkehr	Miss Glory Amelia Earhart Miriam Hopkins	Dean Anderson Betty Colter Jane Cowl Jerome Kern Sonny Boy	Autumn Blends	Morning Splendor Honor Bright Monmouth Radiance Kentucky		Baby Royal	
Berger's Jewel	Bette Davis Daughter of Venus	Azura Eagle Rock Fantasy Grace Curling Mary Elizabeth Redfern Mary Ellen Shahrazad	Orchid or Lavender	Mrs. I de ver Warner Rosea Gigantea		Bluebird	Dee Dee Mary Munns
	Jean Trimbee Cassandra	Kitty Mac Edward Thomas Bedford Hunt's Velvet Wonder Jane Ross Janet Southwick Kemp's Violet Wonder	Violet to Purple	Century of Progress Daddy Kemp Thomas A. Edison Wenoka			Bobby Regulus
Souvenir de M. Leger	Tannenberg	Happiness Forest Fire Hi-Lite Margrace	Bi-Color, Multi-Color, Two-Tone	Arcturus Phantom	Clara Clemens	Little Nemo	Little Beeswing The Flapper Elizabeth Little Edith

1936 Introductions and Varieties with Limited Stock

The following are mostly the introductions of other growers in 1936; others are older varieties we grew this year for the first time, or, like Goodnight, varieties of which our planting stock is always limited. Without exception all are fine varieties.

Perhaps the most outstanding from this group, for us, were Dean Anderson, Kitty Mac, Red Jug, Margrace, Queen City and Shekinah.



DEAN ANDERSON

ANGELA ROSSI—ID (Redfern) e, g, blooms large, plants sturdy and robust. Color vivid gold, outer petals flushed a deeper shade of salmon gold. Winner of many awards.

Plants, \$2.50

AZURA—ID (Ballay) e, blooms huge and deep, plants tall, strong and free blooming. Color rosy lilac with a bluish violet sheen. Not just another "rose pink." Azura is a dahlia which can truly be called distinctive.

Plants, \$3.75

BELLADONNA—ID (Foreign) e, g, blooms medium to large, plants medium to tall, stems good. Color is best described as lilac or lilac pink. Very beautiful.

Plants, \$0.75

BERGER'S JEWEL—C (Foreign) e, g, blooms medium, wiry stems, free flowering on medium height plants. Color lilac-rose with bluish sheen on reverse.

Plants, \$2.00

BETTE DAVIS—SC (Cordes-Eastman) e, g, blooms medium to large, plants medium to tall. Deep violet rose, distinctive. Stems excellent, foliage good. A very attractive flower which has won its full share of prizes.

Plants, \$2.00

CALIFORNIA PEACH—SC (Ballay) e, very large and unusual in form, being similar to Satan, plants are medium to tall and very robust, stems long, strong but not heavy. Color is bright coral or peach pink without trace of lavender, reverse is a lighter shade.

Plants, \$5.00

CORALLINA—SC (Foreign) e, g, a splendid large flower and a welcome addition to this type, plants tall and robust, stems long and strong. Color is coral

red with violet glow, center bronze tinged. A fine clean flower.

Plants, \$0.75

DAUGHTER OF VENUS—ID to SC (Deland's) e, g, medium to large flowers, plants medium to tall with splendid stems. Color is rosy mauve with center petals of delicate orchid, very attractive and beautiful.

Plants, \$2.50

DEAN ANDERSON—ID (Mad River) e, large to huge flowers of great depth and beauty, plants quite tall,



GOLDEN SWEEPSTAKES



MARY RITZER

stems like long slender canes. Color is unusual, being between henna and burnt orange, and yet that is not truly descriptive of this spectacular flower. We don't know what its future will be, but we know what it should be, universally grown, exhibited and loved by all growers of dahlias.

Plants, \$5.00

GOODNIGHT—ID (Broomall) e, g, blooms medium, plants medium. Oxblood red shaded with dark maroon. Stems strong, foliage good. A stunning dahlia due to its color.

Plants, \$0.50

JERSEY'S DAINTY—C (Waite) e, g, blooms medium of true cactus formation, plants medium to tall, stems ideal. Color is pure unshaded white.

Plants, \$0.50

KENTUCKY SUN—FD (White) e, g, blooms medium to large, plants medium to tall and stems fine. A clean cut flower of perfect formal type and freely produced. Color is a bright golden yellow, very aptly named.

Plants, \$2.50

KITTY MAC—ID (Kemp) e, g, large to huge with tremendous depth, plants medium to tall, stems like slender canes. One of the very finest in our garden. Color almost pure purple, a color that commands and holds one's admiration.

Plants, \$3.75

LEIDEN'S ELEGANCE—C (Foreign) e, g, medium to large flowers, plants low to medium, stems wiry, slender and long. Color crimson to deep vermillion.

Plants, \$1.25

LORD OF AUTUMN—ID (Almy) e, g, blooms large to huge, plants medium to tall. Rich, deep golden yellow. Stems excellent, foliage splendid. One of the prize winning giants. Always on the exhibition table.

Plants, \$1.00

MARGRACE—ID (Bissell) e, g, large to huge flowers, plants medium to tall, stems long, strong and slender, posture excellent. This grand dahlia is brilliant scarlet, tipped and striped gold, and holds an enviable show record for the past two seasons.

Plants, \$2.50

MARY RITZER—SC, e, g, blooms large and perfect form, plants medium to tall, stems and foliage fine. A sport of Edna Ferber; color pink without shading.

Plants, \$2.00

MILTON J. CROSS—ID (Johnson) e, g, a beautiful, large flower of strictly exhibition type, plants medium to extremely tall, stems excellent. Color is rich, bright and very pleasing, being clear gold at center, shading to light orange buff at outer petals.

Plants, \$5.00

MIRIAM HOPKINS—SC (Eastman) e, g, very large flowers, plants medium to tall, stems long and strong. Color of this 1936 introduction from the reliable Cordes, Eastman McCurdy gardens is similar to Amelia Earhart, but tends more to copper orange. Flower is broad and petals long.

Plants, \$2.50

MISS BELGIUM—C (Foreign) e, g, blooms medium, plants medium. Clear one-toned color, coral. Stems long and wiry, foliage good.

Plants, \$0.50

MISS GLORY—SC (Ballay) e, g, massive flowers, plants robust and medium to tall, stems perfect. Color is a delightful mellow apricot yellow. We predict a great future for this welcome addition to the cactus classes.

Plants, \$3.75

NOCTURNO—SC (Foreign) e, g, flowers medium to large, plants medium to tall, stems fine. Color is a rich, deep, velvety maroon nearer black than anything else.

Plants, \$2.50

PHANTOM—ID (Berger) e, g, blooms medium to large, plants medium, stems excellent. Strictly a bi-color of purple tipped white.

Plants, \$1.25



LORD OF AUTUMN

PRIDE OF AMERICA—SC (Am. Dahlia Farms) e, g, large flowers, plants quite tall, stems ideal. Color is clear primrose yellow with pale tints of flush pink on face and reverse. Can stand a lot of punishment from the hot sun.

Plants, \$3.75

QUEEN CITY—FD (Golden Rule) g, blooms medium, plants wide, robust, medium to tall, stems fine. The color of this most welcome dahlia is said to be a distinctive pink, a shade halfway between cherry red and old rose. We cannot better describe its color, so we will let it go, but it is a profusely blooming, beautiful dahlia.

Plants, \$3.75

RED JUG—IC (Ruschmohr) e, g, large to huge flowers of beautiful formation, plants medium to tall and wide branching, stems long and strong. Color is a deep, dark cardinal red with slight golden tips, clean cut and beautiful beyond description. Keeps for days when cut.

Plants, \$2.50

RENATE MUELLER—C (Foreign) e, g, medium to large flowers of perfect form, plants medium, stems ideal. Color is salmon pink on primrose yellow ground, a beautiful flower.

Plants, \$0.75

ROYAL PURCHASE—IC (Salem Dahlia Gardens) e, g, medium to very large flowers, plants low to medium, stems fine. Color of this twisted petal, shaggy beauty is light yellow suffused pink. A welcome addition to the cactus classes.

Plants, \$3.75

SAARLAND'S HEIMKEHR—SC (Foreign) e, g, flowers medium, plants medium, stems fine. Color is salmon red with amethyst.

Plants, \$1.00

SHEKINAH—SC (Redfern) e, g, blooms large to huge, plants medium to tall, stems excellent. Color of this beautiful flower is clear rich pink, no shadings. It holds a splendid record in the shows and has much promise of staying among the top-notchers.

Plants, \$7.50

Our Lucky "13" Plant Special ★ ★

Here is one of the most unique offers ever made. "13" fine healthy plants at an unheard-of saving. We have picked 9 of them, all excellent performers in our garden—YOU are to pick 4 from any plants listed in the entire catalog. Do not exceed the given price.

HERE THEY ARE—ONE PLANT EACH—13 IN ALL

CALIFORNIA IDOL	\$2.50
CENTURY OF PROGRESS	1.50
CAVALCADE75
YOUR CHOICE50
FRAU O. BRACHT50
GOLDEN STANDARD50
YOUR CHOICE75

HUNT'S VELVET WONDER	\$1.50
MRS. GEO. LE BOUTELLIER	1.50
YOUR CHOICE	2.00
ROCKLEY MOON50
WENOKA	2.50
YOUR CHOICE	2.50

TOTAL VALUE.....\$17.50

NOTE—Offer good only until April 15, 1937.
Shipment between May 1 and June 15, 1937.
YOU PAY CARRYING CHARGES.

SPECIAL PRICE
LUCKY "13" **\$13.00**

A Safe Way to Stretch the Dahlia Budget

★ Growing healthy, vigorous dahlias from potted plants has long been out of the experimental stage. Today dahlia plants are shipped to most any point of the country, and are used as extensively as roots.

We have had many fine letters complimenting us on the way our plants respond for our customers, in the production of fine blooms and splendid clumps of roots. Of course all our plants are grown from base cuttings, rooted slowly and grown cool. We never try to force our plants with excessive heat, preferring to ship short, stocky, well-rooted plants to sending out tall spindly specimens.

ADVANTAGES

Plants are growing in pots, living on food supplied from their own root system.

Miniature root clumps are usually already established, which is not the case with eyed divisions.

Less chance of rot during spells of wet weather, which so often follows planting time.

No chance of the new plant living off the stored-up food supply of a division.

Produce as good and generally better flowers than plants from divisions.

Plants sell for half the price of divisions, when the division sells for 80c or more.

CAUTION—Plants should be set out on a cloudy day or in the cool of evening and shaded slightly for a few hours. Always wash the soil from the roots, spread out in the hole and water thoroughly to settle the soil firmly around the roots in their new location. The root system should be at least six inches below the ground level. The hole may be left partly unfilled and lower leaves of the plant can be plucked off in order to set the plant deeply.

We have customers who will pay the same price for our plants as they would for roots, because they know from experience what they will do when properly cared for.

Remember—this is a safe economical way to double the number of new varieties you can have for a stipulated amount. Frequently our customers buy two plants of a variety where formerly they bought but one root. Try Delight-U plants and see for yourself how well they will grow for you.

25^c
EACH

Here are some of the old stand-bys, the ones that bloom no matter what the season. Jersey's Beauty still the unequalled formal pink, Jane Cowl, Monmouth Champion, Chemar's Eureka, still fine, still winners.

6 for
\$1.25
POSTPAID

BETTY COLTER—ID (Success) e, g, blooms medium to large, plants medium. A distinct shade of light salmon red shading to old rose at base of petals. Stems excellent and foliage thick and leathery. An early and profuse blooming variety.

Roots, \$0.25

CHEMAR'S EUREKA—FD (Chemar) e, g, blooms medium to quite large, plants medium to tall. Pure white with a faint touch of lavender near the center. Stems slender and strong, foliage excellent. An excellent variety.

Roots, \$0.25

HARRY MAYER—ID e, g, of huge size and great depth, plants low to medium, stems strong and of sufficient length. Color pale rosaline purple. Well grown it is a contender in the large bloom class.

Roots, \$0.25

IVORY—FD (Boston) g, blooms medium, plants medium. A true old ivory white. Form, foliage and stems are all good.

Roots, \$0.25

JANE COWL—ID (Downs) e, g, blooms medium to large, plants tall. Glistening bronze with buff and possessing twisting petals adding to the beauty. Stems are slender and strong, foliage rather heavy.

Roots, \$0.25

JERSEY'S BEAUTY—FD (Waite) g, blooms medium, plants tall. Eosine pink with slight golden glow at base of petals and golden tips. Stems long and strong, foliage splendid.

Roots, \$0.25



JERSEY'S BEAUTY

**8 FINE FIELD
GROWN ROOTS
YOUR
SELECTION
POSTPAID** **\$1.65**

JERSEY'S BEACON—FD (Waite) e, g, blooms medium to large, plants tall. Chinese scarlet with paler reverse, creating a two-toned effect. Stems heavy and strong, foliage heavy.

Roots, \$0.25

KENTUCKY—FD (Wigginton) g, blooms medium, plants tall. Brilliant light salmon orange shading to orange yellow at base. Seedling of Jersey's Beauty. Stems excellent and foliage fine.

Roots, \$0.25

MONMOUTH CHAMPION—FD (Kemp) e, g, blooms medium to large, plants medium. Color brilliant scarlet orange. Stems and foliage excellent for either cutting or exhibition.

Roots, \$0.25

MRS. I DE VER WARNER—FD (Marean) g, blooms medium to large, plants medium to tall. Color orchid lavender. An old favorite with excellent stems and foliage.

Roots, \$0.25

ROSE FALLON—FD (Harding) e, g, blooms medium to large, plants tall. Old gold, not yellow, but old gold. Stems are strong and long, foliage heavy.

Roots, \$0.25

THE COMMODORE—ID (Scott) g, blooms medium to large, plants low to medium. Pure lemon yellow. Long petal formation. Stems are of the best. Some tendency to open centers but quite beautiful even when open.

Roots, \$0.25



MARY
ELLEN

Fifteen
Outstanding Exhibition Dahlias

35c EACH

6 for \$1.85

POSTPAID

THOMAS
A. EDISON



Fifteen varieties, fifteen different colors, fifteen distinctly beautiful dahlias. A few years ago they were leading the parade with the fanciers of new varieties, today they are still leading with those who grow dahlias because they love them.

CASSANDRA—SC (Foreign) e, g, blooms medium, plants medium. Almost cactus in formation. Color petunia violet. Stems and foliage fine. Very beautiful.

Roots, \$0.35

EDWARD THOMAS BEDFORD—ID g, blooms medium, plants medium. Almost a true purple. Stems are long and strong, foliage good. A really large flower and a color admired by all.

Roots, \$0.35

ELINOR M. RADELL—ID (Felsinger) g, blooms medium, plants tall. A lovely combination of shell pink shading to deep rose at the center. Stems long and slender, foliage heavy. An excellent pink for cutting.

Roots, \$0.35

GRACE CURLING—ID (Stredwick) e, g, blooms medium to large, plants medium to tall. Bright lilac with a trace of white at base of petals. Stems long and slender, foliage good. The color and petal formation makes this dahlia extremely attractive.

Roots, \$0.35

H. R. S.—ID (Seal) e, g, medium to large flowers with long wavy petals, plants medium to tall and stems excellent. Color pure golden yellow.

Roots, \$0.35

JANET SOUTHWICK—ID (Chapman) e, g, blooms medium, plants medium. Tyrian rose. Stems and foliage all one could desire. A truly beautiful dahlia due to its color.

Roots, \$0.35

KEMP'S WHITE WONDER—ID (Kemp) e, g, blooms large, plants medium to tall. Pure white of beautiful form. Stems heavy and strong, foliage good.

Roots, \$0.35

MARY ELLEN—ID (Loller) e, g, blooms medium to large, plants tall. Violet rose, leaning decidedly to the pink shade. Stems are strong and foliage insect-resisting. A naturally large and beautiful flower.

Roots, \$0.35

MYRA HOWARD—ID (Glutzback) e, g, blooms medium to large, plants medium. Pure gold color with a rose sheen. Stems and foliage are excellent. Is very popular.

Roots, \$0.35

PRESIDENT F. D. ROOSEVELT—FD (Shattuck) e, g, blooms medium to large, plants medium. Orange scarlet with lighter reverse. Stems heavy and strong foliage excellent. Resembles Jersey's Beacon, but is larger.

Roots, \$0.35

SHAHRAZAD—ID (Newsome) e, g, blooms medium to large, plants tall. Soft Tyrian rose, almost pink. The stems and foliage are excellent. Has been called a pink "Jane Cowl."

Roots, \$0.35

SOUVENIR DE MAMAM LEGER—C (Foreign) g, blooms medium, plants medium. Buff tinted mandarin red with yellow reverse. Stems and foliage good. Petals are lacinated.

Roots, \$0.35

THOMAS A. EDISON—FD (Dahliadel) e, g, blooms medium, plants medium. Royal purple shaded with a smoky, bluish tone. Stems and foliage splendid.

Roots, \$0.35



A Garden of Dahlias

Look—we will ship you one root each of the above 15 varieties, postpaid for

\$3.95





*"Let's All Get Together"
this fall at the---*

Midwest Show

INDIANAPOLIS

Center of HOOSIER Hospitality

SATURDAY and SUNDAY

September 18-19, 1937

Make your plans now to bring your dahlias and attend this Fourth Annual Classic of the entire Middle West. The date is the most ideal of the year, the roads leading into the city are fine, there are plenty of hotels, the city and state are full of enthusiastic dahlia growers, and there will be ample room for those fine flowers you bring with you.

WE EXTEND a hearty invitation to all to visit our gardens while attending the show. Our location—about two and one-half miles east of city limits on the National Road (No. 40 or E. Washington Street).
DELIGHT-U GARDEN.



MISS INDIANA AND DR. WHITE, ORIGINATOR

an ideal size for home decoration or floral use, yet because of its type and perfect formation equally ideal for the exhibition table. Color is best described as baby pink with petals of crepe-like texture. Plants are medium to tall, stems of ideal length, strong and slender, bloom posture all that one could desire. Foliage is of fine substance and almost impervious to insect attack.

Miss Indiana was awarded a Certificate at the Ohio Valley Dahlia Association Trial Grounds in 1935; appeared on the list of outstanding dahlias in the Midwest Dahlia News, 1935; awarded a blue and gold ribbon at the 1936 Midwest Show, Cincinnati; awarded two blue and two gold ribbons and the O. V. D. A. Meritorious Award Medal for the most meritorious exhibit in entire show at the Indianapolis Dahlia Show and Fall Flower Festival, 1936.

Considered unusual in view of its ability to open after cutting, whether in water or boxed and in transit. Blooms can be cut as soon as petals begin to throw, boxed and shipped for as long as forty-eight hours. Some blooms open during transit, others revive and open when stems are cut under water and placed in a vase. This is in itself an achievement.

Miss Indiana is an "exquisitely beautiful dahlia" and heads the list of 1937 purchases by several well-known growers.

Roots \$10.00

Introducer's Stock

Plants \$5.00

Two Fine Neighbors

We vary from our policy of not listing first-year introductions of other growers, only because we have grown one and watched the other for the past two seasons. Neither needs our recommendation, for their own performances are proof enough of their worth, but, because we consider them distinctive and needed additions in their respective types, we cannot praise them highly enough.

Both are Indianapolis originations, both by friends of long standing, both gems of dahlias that will grow for a long time, and, we sincerely believe, will be in the gardens of dahlia lovers everywhere.



WHISPER

WHISPER—MSC (Curtis) e, g, c. How many times have you wished for a yellow miniature for any one of a dozen purposes, but especially for the exhibition table? Wish no longer, for at last Whisper fills the bill. Color, pure yellow. Size, normal miniature exhibition flowers with an average size of three and one-half inches.

Plants are wide spreading and produce many branches from the base of the plant. Flowers are produced in greatest possible profusion, held facing on slender, stiff stems. It has been grown successfully in the greenhouse during the winter months and better still without a rest period.

Whisper keeps splendidly when cut and can stand shipping for great distances. Awarded a Certificate of Merit, East Lansing Trial Grounds, 1936, winner of four first and one special award, 1936; carried on the Midwest Dahlia News Honor Roll, 1935.

The possible uses for this dandy miniature are almost unlimited; in the garden it literally radiates sunshine from an unbelievably early date until frost; its size and posture make it fine for design work for florists; its keeping qualities are ideal for home decoration, and so on ad infinitum.

Roots \$4.00

Introducer's Stock

Plants \$2.00

Delight-U Garden Takes Pride



Morning Splendor

C. S. White—Delight-U Garden

the flowers start to open the rose shading is very prominent, which but adds zest to the blooms.

The foliage is a deep green and of very heavy texture. Plants are medium to tall and lend themselves to early topping, producing under this culture four to eight canes. Morning Splendor comes into bloom early and continues until frost with little loss in size.

We have kept vases of Morning Splendor for a week in good condition. In the garden it is a riot of color, attracting the attention of scores of visitors. Scored E83 at Storrs, 1936.

Roots \$7.50

Plants \$3.75

The beautiful Morning Splendor, pictured at the left, is a broad petalled, wide, deep flower. Produced by Mr. Charles S. White of Indianapolis, it has been our pleasure to grow and test it for two years. We know, in being permitted to introduce this fine flower, that we are offering all dahlia growers a variety which will render a good account of itself in gardens everywhere.

Morning Splendor is a huge formal decorative, bordering the informal, and is held on long, strong, slender stems at an ideal angle for full face view.

Its color is best described as salmon to apricot shaded old rose with a deeper rose or magenta reverse. As

Miss Indianapolis

Allen—Delight-U Gar



in Offering Its Customers — —

For those who want dahlias for home decoration and floral work, Miss Indianapolis (at left) with its self-color of deep lemon yellow is hard to beat. Grown first by a very good friend of ours, we have tested it for three years to prove its worth.

It is an informal decorative of medium size, held slightly on the side of long, slender, stiff stems; absolutely solid and no sign of droop. Foliage is medium green of heavy substance. Plants are quite tall and produce plenty of beautiful flowers.

Miss Indianapolis combines artistically with Jersey's Beauty, Kentucky, Buckeye Bride and others. Award of Honor, Dahlia Society of Georgia, 1936.

Roots \$5.00

Plants \$2.50 or Three for \$6.00

Sandra



This beautiful semi-cactus (at right) reminds you of one of those rare persons who, no matter how inclement the weather or heavy their troubles, still have a smile and a cheery greeting.

We have grown Virgo for three seasons and are proud to assist in its dissemination. It is one of those dahlias that endears itself to those who grow it, by its extremely free blooming habits, its ideal stems, its magnificent wide spreading plants and its uniformly large flowers.

Virgo is chamois to cream yellow with tan shading or blushes of bronze at base of the center petals. Flowers are held at a facing forty-five degree angle. The foliage is of a fuzzy texture and strictly insect resisting.

It is an all-season dahlia, coming into bloom quite early and continuing until frost. Hot sun, wind and rain have little effect on this Mid West beauty. It takes the bitter with the sweet and comes up smiling, literally radiating sunshine all over the garden.

Winner of many ribbons; Award of Honor, Dahlia Society of Georgia, 1936; carried in the dahlia revue, Mid West Dahlia News, December, 1936.

Roots \$10.00

Plants \$5.00

SANDRA—Min (Allen—Delight-U Garden). This dainty, fragrant miniature reminds one of a full blown Sunburst rose. Light yellow when first opening, it softens to creamy buff. Unlike many miniatures, it grows quite tall and produces a wealth of blooms on ideal slender stems. Used with Bishop of Landaff or in quantity by itself it is a beautiful sight.

Roots \$2.00

Plants \$1.00 or Four for \$3.00



Virgo

Richardson—Delight-U Garden

No Lame Ducks in This Lot

We would not call these the cream of Dahliadom, nor the best of recent introductions, but this group would most certainly appear in the first 150 large flowering dahlias. Some hold a place all their own.

All of these varieties are comparatively new, and most of them are outstanding winners in shows.



HUNT'S VELVET WONDER

AMERICA'S SWEETHEART—ID (Salem D. G.) e, blooms large, plants medium. Pure yellow without the slightest shading. Stems and foliage splendid. Petals doubly serrated with an attractive curl and twist adding to the beauty.

Roots, \$3.00

BLACK KNIGHT—ID (Kemp) e, blooms large to huge, plants exceedingly tall and robust, stems fine. Color is best described as dark velvety maroon almost black. It is a spectacular dahlia if ever one existed.

Plants, \$1.75

CALIFORNIA IDOL—ID (Ballay) e, g, blooms large to extra large, plants medium. True, clear, glistening yellow without shadings. Stems excellent, foliage fine. Has been aptly called a yellow "Murphy's." Possesses an enviable show record from coast to coast.

Roots, \$5.00

Plants, \$2.50

CAVALCADE—FD (Groll) e, g, blooms medium, plants medium to tall. Beautiful old rose or mulberry pink of one tone. Stems exceedingly fine, foliage excel-

lent. One of the most welcome additions of recent years. Very profuse in blooming habit and keeping well when cut.

Roots, \$1.50

Plants, \$0.75

★ ★ ★

An hour spent in thorough preparation of planting ground is worth three hours of cultivation after planting.

★ ★ ★

CENTURY OF PROGRESS—FD (B and B) e, g, blooms medium, plants medium. Pure royal purple. Stems slender and strong, foliage good. A very attractive flower which starts blooming early.

Roots, \$3.00

Plants, \$1.50

DADDY KEMP—FD (Kemp) e, g, blooms medium to large, plants medium. Color is a rich purplish red. Stems good but at times not quite strong enough to hold the immense blooms unless disbranched. Foliage good. Beautiful.

Roots, \$1.75



HI-LITE

FOREST FIRE—ID (Dahliadel) e, g, blooms medium to large, plants medium. Lemon yellow for one-third of petals, shading to rich scarlet toward the tips with yellow petaloids. Stems heavy and strong, foliage heavy. Very striking.

Roots, \$2.50

Plants, \$1.25

GOLDEN SWEEPSTAKES—ID (Lee) e, g, large flowers, plants medium to tall with ideal stems. Color is light buff flushed with apricot. A fluffy, broad and deep flower well worth having.

Roots, \$7.50

Plants, \$3.75

★ ★ ★

Don't cut your blossoms in the heat of the day and then bemoan the fact that they won't keep.

★ ★ ★

GRETEL—C to SC (Bauer) e, g, of medium size on long slender stems, plants medium but very profuse. Color is bright henna almost brick red.

Roots, \$1.75



OLYMPIC SUNSET

HAPPINESS—FD (Lee) e, g, medium to large flowers, plants medium to tall and very robust. Color is quite attractive, being a beautiful strawberry pink with a distinct zone of lemon yellow at base of petals, reverse silvery pink. Very beautiful and very unusual.

Roots, \$5.00
Plants, \$2.50

HI-LITE—ID (Lee) e, g, blooms large and deep with twisting petals, plants medium to tall with fine stems. Color a rich velvety carmine shaded rose red and lightly tipped gold, reverse silver. A fine attractive flower in the exhibition class.

Roots, \$5.00
Plants, \$2.50

HUNT'S VELVET WONDER—ID (Hunt) e, g, blooms just naturally huge, plants medium to tall. Rich, bright violet burgundy, almost purple. Stems heavy, foliage heavy. A spectacular flower consistently found on the exhibition table.

Roots, \$3.00
Plants, \$1.50

LOOK AT THIS!!!

One root each of the 18 Dahlias listed on this and page 14, shipped to you postpaid now **\$45.00**
or later for

A TOTAL VALUE OF \$65.00

GENERAL SPECIALS

IF YOUR ROOT ORDER FROM EITHER THIS PAGE OR OTHER PAGES IN THIS CATALOG (Specials, 1936 and 1937 Introductions Excepted)

TOTALS	POSTPAID
\$20.00 You Send Only (Cash with Order).....	\$14.75
\$15.00 You Send Only (Cash with Order).....	\$12.00
\$10.00 You Send Only (Cash with Order).....	\$ 8.50



KAY FRANCIS

KAY FRANCIS—SC (Cordes-Eastman) e, g, blooms medium to large, plants medium to tall. Light lemon yellow and of solid color. Stems good and foliage good. Very popular variety.

Roots, \$2.50
Plants, \$1.25

KEMP'S ORANGE BRILLIANT—FD (Kemp) e, g, blooms medium to large, plants medium. Light orange shaded with a deeper tone. Stems good and foliage good.

Roots, \$1.50

MRS. GEO. LE BOUTILLIER—ID (Smith-Ruschmohr) e, g, blooms medium to large, plants medium. Bright carmine red shading to rich cardinal red at center. Stems strong, foliage good.

Roots, \$3.00
Plants, \$1.50

MURPHY'S MASTERPIECE—ID (Murphy) e, g, blooms large, plants medium. Deep dark red shading toward crimson. Stems and foliage splendid. The world's greatest red. Consistent prize winner because of size and form, but beautiful for garden purposes.

Roots, \$2.00
Plants, \$1.00

OLYMPIC SUNSET—SC (Lee) e, g, blooms large, plants medium. Apricot orange, blended with pale lemon yellow with a distinct zone of yellow at base, reverse rose. Strong stems and good foliage.

Roots, \$2.50
Plants, \$1.25

ROSEA GIGANTEA—FD (Foreign) e, g, medium sized flowers, plants tall, stems long and slender, posture excellent. Color is best described as orchid pink, tending to lilac. A clear color and a clean cut flower.

Roots, \$1.50
Plants, \$0.75

SHALIMAR—FD (Burkart) e, g, blooms medium, plants medium. Color poinsettia red. Stems and foliage are splendid. Flower truly resembles a poinsettia and is very beautiful.

Roots, \$3.50
Plants, \$1.75

WENOKA—FD (Hulin) g, blooms medium to huge, plants medium to tall. Rosy mauve or a shade lighter than "American Beauty" red. Extra long, strong stems, foliage splendid. An outstanding introduction.

Roots, \$5.00
Plants, \$2.50



KATHLEEN NORRIS

ENTRUP'S SULTAN—FD (Foreign) e, g, blooms medium, plants medium to tall. Deep carmine. Stems slender and strong, foliage good. Very similar to Entrup's Monarch.

Roots, \$0.50

FORT MONMOUTH—ID (Kemp) e, g, blooms large, plants tall. Rich wine with an undertone of rich crimson maroon and bluish tinge at tips. Stems long, slender and strong, foliage good. An old favorite not yet replaced.

Roots, \$0.50

JOSEPHINE G.—SC (Grossman) e, g, blooms medium, plants medium to tall. Very pleasing true rose pink with just a suggestion of pinard yellow at center and tips. Stems excellent, foliage good.

Roots, \$0.50

KATHLEEN NORRIS—ID (F & M) e, g, blooms medium to large, plants medium to tall. True rose pink, deepening to a mallow pink with center petals lighter. Stems and foliage all one could ask. A grand exhibition variety.

Roots, \$0.50

Reliable Show Dahlias

50c

EACH

We say "reliable" advisedly because in looking over the 10 varieties listed, you will recognize the names of consistent **SHOW WINNERS**. All are large flowering and vigorous, and our stock is the best that selection, care, cultivation, etc., can produce.

6 for \$2.50

Postpaid

10 for \$3.95

BUCKEYE BRIDE—FD (Peck) e, g, blooms medium, plants medium to tall. Geranium pink. Stems are slender, strong and very long, foliage is thick and leathery. An excellent flower for cutting also for exhibition in the formals.

Roots, \$0.50

KEMP'S VIOLET WONDER—ID (Kemp) e, g, blooms medium to huge, plants medium to tall.

Bright violet purple with faint bluish violet at tips. Beautiful petallage, stems excellent, foliage good.

Roots, \$0.50



ORIENTAL GLORY

MONMOUTH SUNBURST—FD (Kemp) e, g, blooms medium to large, plants medium. Center of flower is lemon yellow, outer petals salmon orange. A real sunburst effect. Stems and foliage are good. Free blooming.

Roots, \$0.50

ORIENTAL GLORY—ID (Delight-U Garden) e, g, blooms medium to large, plants medium to tall. Light cadmium orange shaded with dark cadmium orange, reverse scarlet, which color shows at the center. Stems excellent, foliage insect-proof. A dazzling color which attracts and holds.

Roots, \$0.50

RUDY VALLEE—SC (Broomall) e, g, blooms medium to large, plants medium. Chrome yellow at the center, graduating to grenadine red. Stems and foliage are fine. A long petalled variety

Roots, \$0.50

SATAN—SC (Ballay) e, blooms large, plants tall. Brilliant red with gold reverse. Petals are staghorn formation. Stems are extremely long and strong, foliage very heavy. One of the stunning dahlias.

Roots, \$0.50



SATAN

75¢

EACH

One or All—You Can't Go Wrong

ALL
\$4.65 8
POSTPAID

ANDREA ERICSON—ID (F. & M.) e, g, blooms medium to large, plants medium. Pure white without shading. Stems are excellent, plants good, blooming habit profuse.

Roots, \$0.75

HONOR BRIGHT—FD (Peck) g, blooms medium, plants medium. Self color of peach red to light jasper red. Distinctive insect-resisting foliage. Flowers on long, slender stems.

Roots, \$0.75

ARCTURUS—FD (Peck) e, g, blooms large, plants medium to tall. Scarlet red suffused deep yellow and with yellow reverse. Stems long and strong, foliage heavy. Flowers are quite attractive and last well when cut.

Roots, \$0.75

EAGLE ROCK FANTASY—ID (Broomall-Success) e, g, blooms medium to large, plants tall. Clear mallow pink, or violet rose silver shaded. Stems are long, slender and strong, foliage good. Very beautiful.

Roots, \$0.75

JEROME KERN—ID (Veile & Mendham) e, g, blooms medium to large, plants medium. Shrimp pink delicately tinted with gold and bronze, reverse bright old rose. Stems splendid and foliage good.

Roots, \$0.75

LADY MOYRA PONSONBY—ID (Elder) e, g, blooms medium to large, plants medium to tall. Pure golden yellow. Stems and foliage excellent. Beautiful either as a flower for cutting or for exhibition.

Roots, \$0.75

MONMOUTH RADIANCE—FD (Kemp) e, g, blooms medium, plants medium. Brilliant coral pink with a primrose background. Strong stems and good foliage. A little late.

Roots, \$0.75

ROBERT EMMETT—ID (Moroney) e, g, blooms medium to large, plants medium to tall. Midway between carmine and cardinal. Stems are long and strong, foliage heavy. An outstanding red dahlia.

Roots, \$0.75



HONOR BRIGHT



ROBERT EMMETT



JEROME KERN

ROOTS
\$1.00
 EACH
 6 for \$4.65
 POSTPAID

Are You Seein' Stars * * * ?

Stars! Yes, every one of them. Look over the list and then check the show records. How many ribbons has Amelia Earhart won? What semi-cactus wins in the cream and white but Frau O. Bracht? 1936 presented a shower of beautiful Golden Standards competing against one another. Jean Trimbee is almost sure to win.



12 ROOTS

YOUR SELECTION FROM PAGES
 18 and 19—POSTPAID—ONLY

\$8.25



AMELIA EARHART

AMELIA EARHART—SC (Cordes-Eastman) e, blooms large, plants medium. Apricot buff with salmon tints shading to a soft yellow at base of petals. Long foliage branches, stems excellent. An outstanding exhibition flower.

Roots, \$1.00

AMERICAN LEGION—SC (Am. Dahlia Farm) e, blooms large, plants tall. Pure glistening canary yellow. Stems excellent and foliage beautiful. Another outstanding exhibition flower, also good in the garden.

Roots, \$1.00

BARON SIXMA VON HAEMSTRA—SC (Australia) g, blooms medium, plants low. Beautiful deep crimson with maroon overtone. Stems excellent, foliage good. A very profuse blooming variety and excellent for cutting.

Roots, \$1.00

DOKOUPIL'S GIANT—FD (Foreign) e, g, blooms medium to large, plants medium to tall. An orchid pink of great beauty. Stems excellent, foliage splendid. This flower in form and color is a real beauty.

Roots, \$1.00

● **FRAU
 O. BRACHT**

ENTRUP'S MONARCH—FD (Foreign) e, g, blooms medium, plants medium to tall. Cherry red on white ground. Stems of the best, foliage insect-resisting.

Roots, \$1.00

FRAU O. BRACHT—SC (Bergen) e, g, blooms medium, plants tall. Light primrose yellow. Stems long and slender, foliage good. A very popular and beautiful flower.

Roots, \$1.00

GOLDEN STANDARD—C (Downs) e, g, blooms medium to large, plants medium. Golden tan with a darker center. Stems slender and strong, foliage good. A seedling of Jane Cowl.

Roots, \$1.00

JANE ROSS—ID (Ross) e, g, blooms medium to large, plants medium. Purple crimson shaded violet and overlaid with a maroon sheen. Stems long and strong, foliage good. An unusually attractive dahlia.

Roots, \$1.00



Well That's What They Are

in the semi-cactus purple. Nowadays perfection is as important as size. Both are necessary.

But, don't think of these \$1.00 beauties as show dahlias only. All of these varieties produced countless flowers from early September until late October for us, and were a mass of bloom when frost came.



POTTED PLANTS of varieties on pages 18 and 19, each 50c

MAN O' WAR ●

JEAN TRIMBEE—SC (Trimbee) e, g, blooms large, plants tall. Very rich, deep petunia violet. Stems long and slender hold the artistically-formed flowers perfectly erect. Foliage good.

Roots, \$1.00

MAN O' WAR—ID (Boone) e, g, blooms medium to large, plants medium to tall. Oxblood red with maroon overtone. Beautiful form, erect posture on very splendid stems. Foliage fine.

Roots, \$1.00

MARY ELIZABETH REDFERN—ID (Redfern) e, g, blooms medium, plants medium. Brilliant deep orchid rose flowers with close petal formation. Stems and foliage are excellent.

Roots, \$1.00

MISS ELSIE JANE—SC (Dahlíadel) g, blooms medium, plants medium. An appealing shade of shrimp pink with cream shadings toward the center, tipped violet rose. Stems long and wiry, foliage good. A gem of beauty lasting wonderfully well when cut.

Roots, \$1.00

PAUL PFITZER—SC (Berger) e, g, blooms medium, plants medium. Beautiful blending of shell pink and primrose. Stems and foliage excellent. Very desirable.

Roots, \$1.00

ROCKLEY MOON—FD (Ruschmohr) e, g, blooms medium, plants tall. Exceedingly bright yellow with bronze tints at center. Stems are like canes, foliage is good. Lasts well when cut.

Roots, \$1.00

SONNY BOY—ID (Scott) e, g, blooms medium to huge, plants medium. Old rose slightly striped and tinged with old gold. Stems are long and strong, foliage good. Flower formation is very beautiful.

Roots, \$1.00

SON OF COMMODORE—ID (Scott) e, g, blooms large, plants medium. Light yellow with white reverse. Stems of medium length, foliage very good. Flower opens very slowly and lasts well.

Roots, \$1.00

TANNENBERG—SC, e, g, blooms medium to large, plants medium. Blood red tipped gold. Long strong stems.

Roots, \$1.00



ROCKLEY MOON

Select Six Varieties

1 ROOT EACH WITH
A TOTAL VALUE OF
\$2.00 FOR ONLY

\$1.60 POSTPAID
CASH
WITH ORDER

Growing More Popular Every Season

Miniature Dahlias

FLOWERS ARE GROWN TO BE ENJOYED, TO BRING BEAUTY IN THE HOME and pleasure and cheer to the sick and bereaved. Thus we know why miniatures are in great demand. Their wealth of bloom is a source of wonder and joy. In form they are like their big brothers and sisters, but in size they do not exceed four inches. If you want flowers, grow miniatures.

BABY ROYAL—MSC (West) e, g, blooms small, plants low. Salmon pink shaded with apricot, yellow at base of petals. Stems slender, free flowering.

Roots, \$0.35

BISHOP OF LANDAFF—MDu, e, g, blooms quite small, plants low. Bright scarlet, center deep garnet, to which the yellow stamens add more beauty. Stems fine, foliage lacy and dark.

Roots, \$0.50
Plants, \$0.40

BLUEBIRD—MFD (Peck) e, g, blooms quite small, plants medium. Bluish lavender. Stems and foliage good.

Roots, \$0.50
Plants, \$0.40

BRIDE'S BOUQUET—MC, e, g, blooms small, plants medium. Pure white. Stems and foliage good.

Roots, \$0.25

BUCKEYE BABY—MFD (Golden Rule) e, g, c, small, almost perfect ball-like flowers, plants low to medium, stems fine. Color golden buff, lightly shaded red on reverse, truly a bronze.

Plants, \$0.75

FAIRY—MFD (Dayton) e, g, blooms very small, plants medium. Eosine pink with yellow glow at base of petals and having slight golden tips. Stems and foliage excellent. A miniature Jersey's Beauty.

Roots, \$0.35

FRITZ LEDDY—MFD, g, blooms small to medium, plants medium to tall. Brilliant scarlet. Stems and foliage ideal. Very prolific. A little large for miniature exhibition.

Roots, \$0.35

GAILLARD—MC, e, g, blooms quite small, plants low. Attractive bright red. Stems strong but not long, foliage good.

Roots, \$0.25



RED HEAD

GLORIOUS—MID, e, g, blooms small, plants medium. Raspberry red. Stems and foliage good. Petals wavy.

Plants, \$0.40

GOLDINA—MFD (Schone) e, g, blooms small, plants low to medium. Beautiful mallow pink with slight golden glow. Stems and foliage fine. Reminds one of a full blown rose.

Roots, \$0.25

IRENE—MFD e, g, small, perfectly formed flowers, plants medium, stems fine. Color is light jasper red.

Roots, \$0.35

KENTUCKY BABE—MFD (Dahliadel) e, g, blooms very small, plants medium. Salmon suffused and edged old rose. Stems and foliage excellent.

Roots, \$0.50

LITTLE JEWEL—MFD, e, g, blooms very small, plants medium to tall. True light pink. Very beautiful. Stems good.

Roots, \$0.35

LITTLE NEMO—MFD, e, g, blooms small, plants medium. Rich crimson tipped white. Stems good, foliage good. Regular formation.

Plants, \$0.50

MRS. PERRY O'NEIL—MP (Tudor) e, g, blooms small, plants low. Rich saffron. Flowers resembling open roses, produced freely on good stems. Foliage rich and dark.

Roots, \$0.50
Plants, \$0.40

PADDY—MFD (Dahliadel) e, g, blooms small, plants low to medium. Color flesh ground heavily suffused deep rose pink. Stems and foliage excellent. Very free flowering.

Roots, \$0.25

PINK PEARL—MP, e, g, blooms very small, plants low. Lovely rose pink with golden eye. Stems and foliage good. Very free.

Roots, \$0.35

RED HEAD—MFD (Peck) e, g, blooms small, plants medium. Color scarlet orange. Stems splendid, foliage fine. Resembles a rosebud when opening.

Roots, \$0.35

ONE ROOT

EACH OF

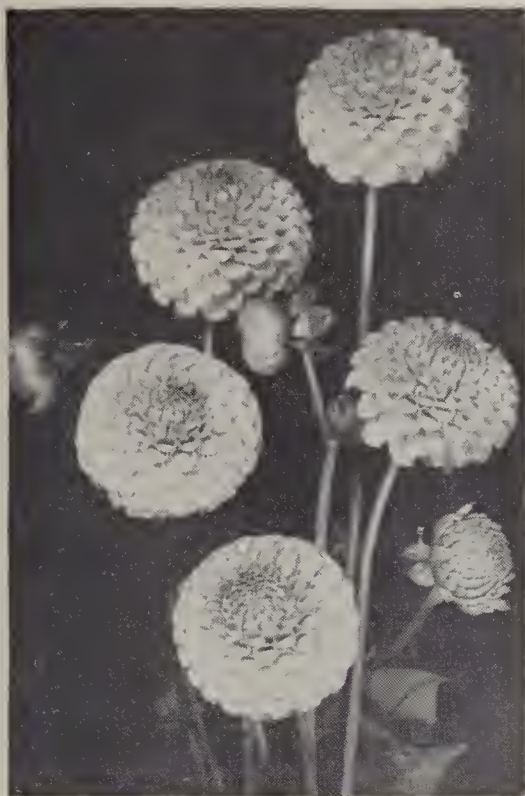
BABY ROYAL

BISHOP OF LANDAFF

FAIRY GAILLARD

KENTUCKY BABE

\$1.60 POSTPAID
CASH
WITH ORDER



Pompons, the Bouquet Dahlia

These tiny ball dahlias, perfect in form and not exceeding two inches in diameter, are rivaled only by the miniatures for bouquet purposes. Every year sees an increase in the demand for these splendid little harbingers of good cheer. TRY THEM.

12 Roots

YOUR OWN
SELECTION

\$3.00

VALUE FOR
ONLY

\$2.25

POSTPAID

We Will
Select
Them If
You Desire.

EDITH MUELLER—PP—Very charming, gold edged
glistening orange.

Roots or Plants, \$0.25

ELIZABETH—PP—Lemon yellow heavily tipped car-
mine.

Roots or Plants, \$0.25

JOHNNY—PP—One of the smallest. Deep dark maroon.

Roots or Plants, \$0.25

LITTLE BEESWING—PP—Golden yellow tipped cherry
red. Very tiny.

Roots or Plants, \$0.25

LITTLE BELLE—PP—A very small, free blooming pom
of mauve pink.

Roots or Plants, \$0.25

LITTLE DAVID—PP—One of the best. Burnt orange.
Very free.

Roots or Plants, \$0.25

LITTLE EDITH—PP—Yellow tipped with scarlet.

Roots or Plants, \$0.25

LITTLE SAGAMORE—PP (Shattuck), dark ruby red of
fine form.

Roots, \$0.50

BOBBY—PP—Very small, plum color.

Roots or Plants, \$0.25

DEE DEE—PP—Perfectly formed, very free, color pure
lavender.

Roots or Plants, \$0.35

YOUR
Choice, Six
25c Varieties

\$1.15 POST-
PAID

CASH WITH ORDER

WE WILL
GLADLY
SELECT
THE VARIE-
TIES FOR YOU
IF YOU DESIRE

MARY MUNNS—PP—Fuchsia overlaid orchid sheen
Long stemmed.

Roots or Plants, \$0.25

REGULUS—PP—Very small, fine cutting, royal purple.

Roots or Plants, \$0.25

SNOWBIRD—PP—Very small pure white. One of the
best.

Roots or Plants, \$0.25

TOM THUMB—PP—Tiny is the word. Color garnet red.

Roots or Plants, \$0.25

THE FLAPPER—PP—A real bicolor, maroon, cream and
pink. All colors blended, doubled or single.

Roots or Plants, \$0.25

YELLOW GEM—PP—The best yellow.

Roots or Plants, \$0.25

BALL DAHLIAS

ONCE THE PRIDE AND JOY OF GRANDMOTHER'S GARDEN ARE COMING BACK IN ALL THEIR GLORY

CARL OWEN—B (Dahliadel) e, g, blooms small, plants
medium to tall. A rich non-fading carmine red. Stems
and foliage excellent.

Roots, \$0.35

JEAN KERR—B e, g, blooms small, plants medium. Pure
white. Stems and foliage are splendid. Very free
flowering.

Roots, \$0.35

MARY HELEN—B (Alling) blooms small, plants tall.
Pure deep canary yellow. Stems and foliage fine.

Roots, \$0.35

PINK BALL—B g, blooms small, plants medium. True
deep pink. Stems and foliage are splendid. Free
flowering.

Roots, \$0.35

We could not cut enough flowers last season
to supply the demand. They are beautiful,
compact, substantial flowers, hard to equal.

ONE ROOT EACH OF
THE FOUR VARIETIES

AT LEFT \$1.15 CASH
POSTPAID WITH ORDER

CHARLOTTE CALDWELL—B e, g, a new dahlia with a
much needed color, bright orange slightly shaded
terra cotta.

Plants, \$5.00

SUPT. AMERTHYN—B e, g, a beautiful large bright
rose pink, excellent for exhibition and cutting.

Plants, \$0.40

SNOW QUEEN—B e, g, another very fine white of per-
fect form.

Plants, \$0.50

CLARA CLEMENS—B e, g, a splendid bi-color of deep
crimson variegated white.

Plants, \$0.50

JERSEY'S BEACON BALL—B e, g, sometimes described
as a miniature Jersey's Beacon. Color bright red.

Plants, \$0.50

**Sense
and
Nonsense**

A dash of blood meal will improve the color of the flowers and brighten the green in the foliage.

★ ★ ★

Dahlia plants are like people; each variety has some characteristic which it will pay you to find out.

★ ★ ★

You wouldn't expect a draft horse to win the derby; why expect a beautiful cut flower variety to win as the largest bloom?

★ ★ ★

The next time you get a small, plump, juicy dahlia division from some grower—thank him. Don't give him a cussing because he didn't send one the size of a rolling pin. He did you a favor.

★ ★ ★

Nitrogen, while it gives your dahlias plenty of healthy green foliage, should be handled as carefully as dynamite. A little goes a long way.

★ ★ ★

Sun shades in the heat of the day will be as helpful to those beautiful blooms as a sombrero is to a Mexican.

★ ★ ★

If you have a hard time standing up in a wind storm what do you think your dahlia plants are going to do? Use a good stout stake and some strong soft cord.

★ ★ ★

Straw, leaves, grass clippings, peat moss, well-rotted stable manure are all good mulches to use for protecting those tender feeding roots close to the top on the ground.

★ ★ ★

Don't be jealous of the large bloom your neighbor grew. Check up on yourself and see where you failed to help your plant along.

★ ★ ★

An insect is a thief. He doesn't work in the open. You may have to bend your back to find him, but if your plants are not doing right look under the leaves not on top.

FAIR TREATMENT TO ALL---OUR INTENT

We do not claim to have the best stock in the world, but our garden is watched carefully for any signs of disease, stunt, severe insect infestation and misnomers. If any of these things, which make for poor stock, is discovered, prompt action is taken to remedy same.

Our prices are based on those of the introducer of the variety in the case of recent introductions and upon market and supply conditions in the case of older varieties.

It costs money to operate a commercial dahlia garden, whether it be a part time business or a full time business. No firm can remain in business which does not make a profit, and no successful business was ever built on a policy of cut prices only. We are not chisellers.

QUANTITY DISCOUNTS

The dozen rate is in all cases ten times the single price. Three of a variety will be sold at the dozen rate.

TERMS

Cash in full, or 25 per cent cash must accompany all orders, balance payable before shipment or subject to C. O. D.

SHIPPING

We prepay all retail orders of \$3.00 or more and ship most economical way. All C. O. D. shipments sent by Railway Express, unless specified otherwise, at proper planting time.

SUBSTITUTION

We will not substitute under any conditions. Prices quoted are subject to stock on hand. If we are sold out, or over-ordered, your money will be promptly refunded.

GUARANTEE

We guarantee our stock to be true to name, to be free from any visible disease, to be state inspected, to reach the purchaser in growing condition, if plants, and to have visible eye if roots. We cannot be responsible for stock, received in good condition, deteriorating in the hands of purchaser. Claims for inferior stock, except as to name, must be made within ten days from receipt. We try to practice the "Golden Rule" and will go the limit in fair adjustments.

Address Orders or Correspondence to

DELIGHT-U GARDEN

BOX 5633

INDIANAPOLIS, IND.

**Terms
of
Purchase**

Suppose you were real thirsty and someone took an atomizer and squirted cool water in the direction of your mouth. That's what these eternal flower and lawn "sprinklers" remind me of. Give your plants an honest-to-goodness drink.

★ ★ ★

Bread, meat and potatoes could hardly be termed a balanced diet. Likewise remember that the soil should contain some manganese, magnesium, copper, iron and other elements. Look well to your plant food.

★ ★ ★

I'm always amused at the other fellow, and mad at myself, over the remark, "I won a blue ribbon." After all, why not give the dahlia a chance.

★ ★ ★

A little well-balanced fertilizer will do more good than 100 pounds of poorly-balanced junk.

★ ★ ★

Which would you rather have, three mediocre blooms at the tip of a stalk, or one good bloom? Dishd!

★ ★ ★

Cutting the flowers does three things: lets you enjoy them in the home, makes the plant look better, and gives the on-coming laterals a fresh start.

★ ★ ★

Remember, every ugly spot you plant flowers in is making this old world a more beautiful place to live in.

★ ★ ★

Care in planting may turn failure into success.

★ ★ ★

Potash helps to prepare the tuberous roots for their long winter nap.

ORDER BLANK

DELIGHT-U GARDEN

Box 5633

Indianapolis, Ind.

DAHLIAS that we sell must be all that we say of them, verbally or otherwise. OF COURSE we do not substitute unless YOU request it. Terms: Cash with order, or 25 per cent cash, balance C. O. D.

All retail orders of \$3.00 or over shipped prepaid.

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GENTLEMEN:

Please ship the following order at proper time, by best carrier, in accordance with your above guarantee:

Amount Enclosed-----Check-----M. O.-----

Sold to-----

Address -----

Ship to-----

USED and ENDORSED by GARDEN CLUBS, AGRICULTURAL SCHOOLS, GARDENERS and EDITORS



Note how it digs in—
lifts soil—gets weeds.

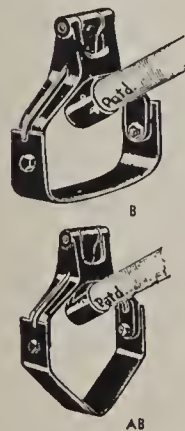
GARDEX PULL HOE

With an easy pull, the sharp V-Shaped Blade bites into the ground.

As you walk along, the soil flows over and through the side guards which also protect plants when doing quick, close work. Thus it weeds and cultivates in one operation, leaving soil finely mulched just where you want it, without exposing moist soil to sun. No weeds can escape and it gets most of them out by the roots. Handle fits socket perfectly—a firm tamp and it's in to stay—no bolts, screws or wedges to bother with. Made of Special High Carbon Steel for lasting service. Polished Blade.

No. 1004—4" wide, 4½ ft. Handle. Price **95c**
No. 1005½—5½" wide, 5 ft. Handle. Price **\$1.10**

GARDEX RAPID HOE



Another New, Modern Hoe with swivel joint that works like a pendulum. It automatically places hoe blade in position to work forward and backward without lifting from ground. Interchangeable Blades for deep or shallow cultivation.

No. 1408—With Blade B or AB **\$1.80**
Without handle.
EXTRA BLADES, Either Style **20c**

America's Modern Garden Tools

GARDEX "Soil-Flow" Garden Tools

Use any one tool and you will want a complete set. Modern because their New Designs and Easy Pulling Principle take all the toil out of gardening—no chopping back-breaking motions—5 times faster weeding and cultivating, and they do perfect work. Order today! Try them! You take no risk on our

10-DAY MONEY-BACK GUARANTEE

GARDEX

QUICK Change CULTIVATOR

7 TOOLS IN 1

This modern tool has only 4 removable parts, one wing screw for quick change that any child can make by hand—compared with old style 5 prong cultivators which have 17 different parts and require a wrench and much time to make changes.

Twist of WING SCREW and Change Is Made in 10 SECONDS

Yes! Seven different tools in one—10 seconds change, as wing screw holds all prongs tightly in place. Thus you can cultivate many ways with 1, 2, 3, 4, or 5 prongs in rows of various widths or straddle rows.

Special designed heat treated prongs assure fine mulch without clogging, and soil flows over and stays on same spot.

Its dependable work—quick change without wrench—and no nuts or bolts to get lost will instantly appeal to every user.

No. 1603—3 Prongs ¾" to 1¼" **\$1.15**
No. 1605—5 Prongs ¾" to 7" **1.35**
No. 160-P—Outer Prong (1 pair) **.20**



No. 1605



GARDEX JR. WEEDER

Gets Between Plants One Inch Apart

Ideal for apartment dwellers—small home gardens. Handy tool for flower boxes, hot beds, flower beds, cold frames, borders, hedges, etc. Blade sharpened both sides up to handle. Weeds and tills soil either forward or backward, on straight edge or on angular edge.



Price Only **25c**
No. 700—4" wide, 7" Handle.

GARDEX

SMALL HAND TOOLS



3 Prong MIDGET CULTIVATOR

Excellent tool for loosening and airing soil in small flower beds, florists' frames, hotbeds, etc. Sturdy, light and well balanced. Sharp pointed prongs easily penetrate soil.

No. 713—2¾" wide, 16" long. Price **40c**



1 Prong MIDGET CULTIVATOR

For narrow places in between and close up to plants. Ideal for seeding boxes, hotbeds and rock gardens. Easily penetrates soil even in smallest corners.

No. 710—15" long. Price **25c**



GARDEX HAND PLOW

For hilling corn, potatoes, plants, etc. Covering furrows and making irrigation ditches around gardens. With an easy pull it digs in and works well in light or heavy soil. High Carbon Steel, polished mold boards.

No. 2006—6" wide, 5 ft. Handle. **\$1.60**
Price -----

GARDEX CULTI-CLAW

Just the tool for Flower and Rock Gardens. With the long handle you can get at those inaccessible places—close to plants—in between rocks—under shrubbery. You don't have to stoop, bend or get down on your knees and it cultivates thoroughly. Every gardener will want this labor-saving tool that gets in places where others fail.



No. 180—4½ ft. Handle. **95c**
Complete price -----

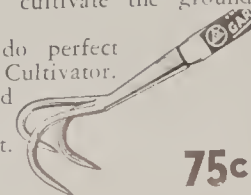
GARDEX CULTIVATOR

For large or small gardens, this easy to operate tool is unsurpassed. The position and construction of the High Carbon Steel Tines cause them to penetrate any soil with ease as they loosen and cultivate the ground thoroughly.

Even a child can do perfect work with this New Cultivator. Excellent quality and attractive low price.

No. 150-3 — 4½ ft. Handle.

Complete price -----



75c

ADDRESS ALL ORDERS

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